

# TicketsCandy's App Marketplace Debuts, Rethinking Event Management Experience

*TicketsCandy's app marketplace introduces modular tools for event organizers, innovating workflows and boosting efficiency with customizable features.*

LOS ANGELES, CA, UNITED STATES, January 21, 2025 /EINPresswire.com/ -- [TicketsCandy](#) has officially launched its App Marketplace, marking a significant milestone in simplifying [event management](#) for organizers.

Transitioning from its beta phase, the App Marketplace introduces an innovative approach to organizing events by separating essential tools from optional features, ensuring a clutter-free and intuitive user experience. This strategic redesign reflects TicketsCandy's commitment to empowering event organizers with flexibility and control, setting a new standard in the industry.



Event App Marketpalce

“

We're committed to continually expanding the App Marketplace, introducing new tools that empower organizers to manage events effortlessly and maximize their success.”

*Dmitry Yarchuk*

Traditional [event ticketing systems](#) often overwhelm users with complex, all-encompassing dashboards that are difficult to navigate. Many platforms require organizers to contact support teams just to set up their events, as navigating the available tools is too complicated. This complexity not only slows down the process but often discourages event organizers from exploring additional features that could benefit their events. TicketsCandy's App Marketplace addresses these challenges by reimagining how tools are presented and accessed, prioritizing simplicity and functionality.

The App Marketplace centralizes additional functionalities into an easy-to-navigate catalog, while the main dashboard remains streamlined, showing only the tools an organizer actively uses. With apps grouped into categories and accompanied by concise descriptions, organizers can quickly find the tools they need. Apps can be enabled or disabled with a simple toggle, allowing

users to tailor their dashboard to their unique needs without unnecessary clutter. This modular approach ensures that organizers only see the tools relevant to their specific goals, reducing the cognitive load and improving their overall productivity.

The launch of the App Marketplace comes with a variety of tools designed to enhance every aspect of event management:

**Event Reviews:** Showcase customer reviews and ratings directly on event pages, boosting credibility and ticket sales.

**Remarketing:** Re-engage potential attendees who abandoned purchases and drive ticket sales up by as much as 20%.

**Tracking Links:** Monitor campaign performance by creating custom links to track visits and orders from marketing channels.

**Cross-Sell Products:** Expand revenue by offering merchandise or add-ons alongside tickets during checkout.

**Discount Codes:** Create personalized discount codes to incentivize purchases.

**Custom Questions:** Gather essential attendee information with customizable fields during ticket purchase.

**Smart Rules:** Set up conditional pricing, such as discounts for early bookings or bulk purchases.

**Mailchimp and Constant Contact:** Automatically sync customer data for seamless email marketing.

**Google Analytics and Google Ads:** Track and analyze ticket sales and campaign performance.

**Facebook Pixel and TikTok Pixel:** Measure and optimize ad performance across popular social media platforms.

The App Marketplace's modular design gives organizers unparalleled control over their event management tools. It eliminates the learning curve associated with bloated dashboards and enables event organizers to focus on creating memorable experiences for their attendees.

"This is just the beginning," said Dmitry Yarchuk, CEO of TicketsCandy. "We're committed to continually expanding the App Marketplace, introducing new tools that empower organizers to manage events effortlessly and maximize their success."

With additional tools on the horizon, TicketsCandy is setting a new standard for event

management, prioritizing simplicity, efficiency, and adaptability for event organizers everywhere.

Mike Wazowski

TicketsCandy

+1 800-557-5938

[email us here](#)

Visit us on social media:

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

[TikTok](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/778149271>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.